

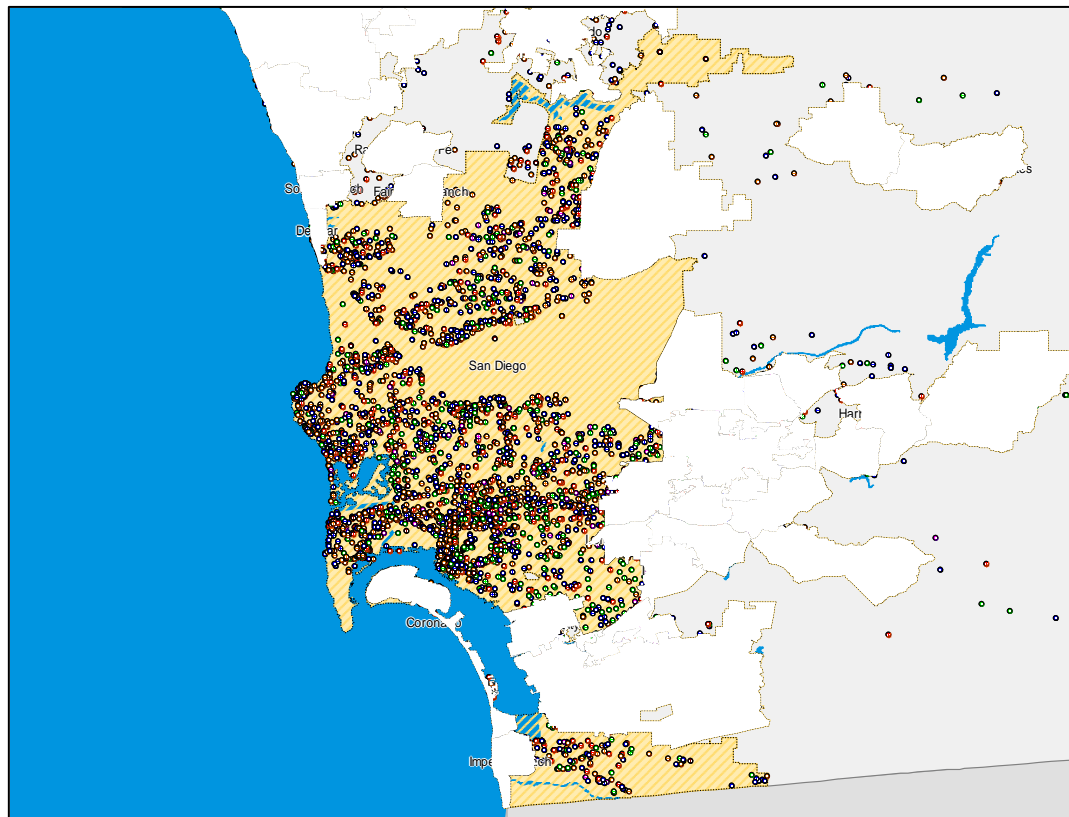
The Creative Industries in San Diego, CA

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **San Diego, CA**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. The creative industries are the high-octane fuel that drives the “information economy”—the fastest growing segment of the nation’s economy.

Nationally, there are 612,095 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.98 million people—4.3 percent of all businesses and 2.2 percent of all employees. Between 2007 and 2008, the number of arts businesses and employees grew 12 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S. Growth of the businesses that comprise the creative industries was greater than the increase among the 14.3 million businesses tracked by Dun & Bradstreet.

As of January 2008, San Diego, CA is home to 4,432 arts-related businesses that employ 24,324 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map below provides a clear picture of the creative industries in **San Diego, CA**, with each dot representing an arts-centric business.

4,432 Arts-Related Businesses in San Diego, CA Employ 24,324 People





Arts-Related Businesses and Employment in San Diego, CA: 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	69	4,580
Museums	53	857
Zoos and Botanical	8	3,579
Historical Society	8	144
Performing Arts	751	3,525
Music	406	1,688
Theater	5	549
Dance	1	2
Opera	3	59
Services & Facilities	158	706
Performers	178	521
Visual Arts/Photography	1,432	5,653
Crafts	134	480
Visual Arts	161	360
Photography	939	4,166
Services	198	647
Film, Radio and TV	604	3,530
Motion Pictures	497	2,084
Television	49	1,280
Radio	58	166
Design and Publishing	1,432	6,573
Architecture	394	2,755
Design	659	1,683
Publishing	30	343
Advertising	349	1,792
Arts Schools and Services	144	463
Arts Councils	1	15
Arts Schools and Instruction	135	410
Agents	8	38
GRAND TOTAL	4,432	24,324

Note: As the source of these data is based solely on businesses that have registered with Dun & Bradstreet, our analyses indicate an under-representation of nonprofit arts organizations and individual artists. Therefore, this Creative Industries report should be considered a conservative estimate. For more information, maps, and to make sure you are included in our Creative Industries research, visit www.AmericansForTheArts.org/CreativeIndustries.

Trends in San Diego, CA Arts-Related Businesses and Employment: 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	60	69	15.00%	3,539	4,580	29.42%
Museums	44	53	20.45%	951	857	-9.88%
Zoos and Botanical	8	8	0.00%	2,444	3,579	46.44%
Historical Society	8	8	0.00%	144	144	0.00%
Performing Arts	570	751	31.75%	2,928	3,525	20.39%
Music	299	406	35.79%	1,423	1,688	18.62%
Theater	5	5	0.00%	451	549	21.73%
Dance	0	1	100.00%	0	2	200.00%
Opera	2	3	50.00%	57	59	3.51%
Services & Facilities	124	158	27.42%	588	706	20.07%
Performers	140	178	27.14%	409	521	27.38%
Visual Arts/Photography	1,139	1,432	25.72%	4,825	5,653	17.16%
Crafts	116	134	15.52%	433	480	10.85%
Visual Arts	121	161	33.06%	287	360	25.44%
Photography	731	939	28.45%	3,462	4,166	20.34%
Services	171	198	15.79%	643	647	0.62%
Film, Radio and TV	469	604	28.78%	2,774	3,530	27.25%
Motion Pictures	398	497	24.87%	1,977	2,084	5.41%
Television	30	49	63.33%	666	1,280	92.19%
Radio	41	58	41.46%	131	166	26.72%
Design and Publishing	1,100	1,432	30.18%	5,394	6,573	21.86%
Architecture	334	394	17.96%	2,258	2,755	22.01%
Design	469	659	40.51%	1,313	1,683	28.18%
Publishing	30	30	0.00%	331	343	3.63%
Advertising	267	349	30.71%	1,492	1,792	20.11%
Arts Schools and Services	114	144	26.32%	411	463	12.65%
Arts Councils	3	1	-66.67%	10	15	50.00%
Arts Schools and Instruction	103	135	31.07%	387	410	5.94%
Agents	8	8	0.00%	14	38	171.43%
GRAND TOTAL	3,452	4,432	28.39%	19,871	24,324	22.41%